

HIT THE PROSPERITY BULL'S EYE

El Paso Has Unique Electric Plant, Operated Entirely by Experts

Among the many factors which have joined in winning industrial supremacy for El Paso, a place of first importance must be assigned to the Southwestern Electric and Machine company, of San Francisco street, the only establishment within a radius of 500 miles which is equipped for the reworking, rebuilding and expert repairing of motors and generators of every type. It is scarcely necessary to say that a plant of this character, operated by an organization of experts, has proved of inestimable benefit to owners of electrical plants throughout the southwest, saving thousands of dollars annually in time and freight charges.

The Southwestern Electric and Machine company has built its enviable business prestige solely upon the merits of its workmanship. When a motor goes through the Southwestern shop, it is guaranteed to the owner exactly as if it had come new from a factory—

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Mr. Slaughter was employed by the Sprague Electrical company of New Jersey, and as a representative of that company, assisted in the erection at Sacramento, Calif., of the first electric street railway on the Pacific coast. He also directed the erection of the first street railway system at Lansing, Mich., and was with the company there 12 years, six years as manager. At Mackay, Idaho, Mr. Slaughter erected an electric haulage system for the White Knob Copper company; later he was superintendent for the Capital Electrical Engineering company of Lansing, Mich., and in 1908, just before coming to El Paso, he installed seven sub-stations for the Los Angeles, Calif., Pacific Railway.

Mr. Slaughter was the organizer of the Southwestern Electrical Engineering company of this city, later absorbed by the United Supply company. Then after serving some time as head of the electrical department of Krakauer, Zork & Moyer's, he became associated with the Southwestern Electric & Machine company in October, 1914.

J. H. Knost, vice president of the company, is a graduate of the Mississippi A. & M. college. Later he was employed for a year by the Allis-Chalmers company, of Milwaukee, and then for two years at the great Westinghouse plant at East Pittsburgh, Pa. He came to El Paso in 1910 as a traveling representative for the Westinghouse company and is still employed in that responsible capacity.

P. J. Tibbets, secretary and treasurer of the company, is a El Paso man, having attended the local high school before attending the Oklahoma A. & M. College, where he was graduated in 1910. After spending two years at the Westinghouse factory, he returned to El Paso and was employed for two years as a traveling representative of the Westinghouse people. Later he acquired an interest in the Southwestern company, and has been secretary and treasurer since 1914.

L. J. Locke, recently resigned as president and manager of the company, to become assistant superintendent of the City Water Works, is a graduate of the Alabama Polytechnic Institute. He also had the advantage of years practical training at the Westinghouse factory, and was later a traveling representative of that company.

In connection with its electric department, the Southwestern company operates a fully equipped machine shop and is prepared for the manufacture of electric signs and special apparatus of many kinds. A complete line of gasoline engines and storage battery residence lighting plants is handled.

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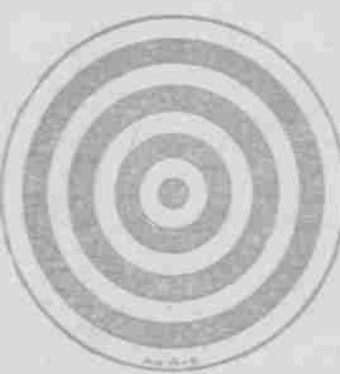
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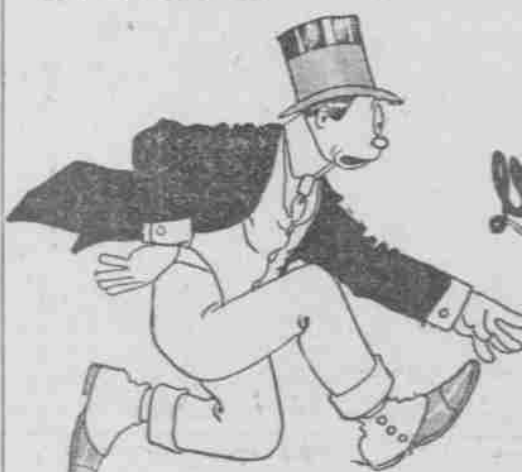
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